

## Display Sets

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Set	Term Searched	Items	
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S2	(CUSTOMER? ? OR CONSUMER? ?) (4N) "LIFE CYCLE" (4N) (FACTOR? OR MODEL?)	0	<a href="#">Display</a>
S3	(CUSTOMER? ? OR CONSUMER? ?) (4N) (LIFE (2W) CYCLE)	7032	<a href="#">Display</a>
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S5	S4 NOT PY>2000	97	<a href="#">Display</a>
S6	S5 AND ((CLASSIF? OR CATEGOR? OR SEGMENT?) (5N) (CUSTOMER? ? OR CONSUMER? ?))	22	<a href="#">Display</a>
S7	((CUSTOMER? ? OR CONSUMER? ?) (4N) (LIFE (2W) CYCLE) (4N) (FACTOR? OR MODEL? OR INDICAT? OR FORMULA? OR EXPRESSION? ? OR FUNCTION? ?))	291	<a href="#">Display</a>
S8	S7 AND ((MATH? OR COMPUT? OR CALCULAT?) (5N) (FACTOR? OR MODEL? OR INDICAT? OR FORMULA? OR EXPRESSION? ? OR FUNCTION? ?))	50	<a href="#">Display</a>
S9	S8 NOT PY>2000	25	<a href="#">Display</a>

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"customer life cycle"

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**All Results**

[F Reichheld](#)

[P Scheffer](#)

[J Thomas](#)

[R Blattberg](#)

[G Getz](#)

**Structuring Complex Software Processes by "Process Landscaping" - group of 7 »**

V Gruhn, U Wellen - 7th European Workshop on Software Process Technology, EWSPT, 2000 - [Is10-www.informatik.uni-dortmund.de](#)

... The y-axis describes the dimension of the **customer life cycle**. ... The later in the **customer**

**life cycle** the further up (on the y-axis) the process is allocated. ...

Cited by 16 - [Related Articles](#) - [View as HTML](#) - [Web Search](#) - [BL Direct](#)

**[BOOK] E-Loyalty: Your Secret Weapon on the Web**

FF Reichheld, P Scheffer - 2000 - [cr.middlebury.edu](#)

... 3 2 1 0 years harvard business review July-August 2000 107 **Customer Life-Cycle**

Economics in E-Commerce E-Loyalty: Your Secret Weapon on the Web ...

Cited by 292 - [Related Articles](#) - [Web Search](#) - [Library Search](#) - [BL Direct](#)

**Customer Lifetime Value Research in Marketing: A Review and Future Directions [J] - group of 2 »**

DSS Singh - Journal of Direct Marketing, 2002 - [doi.wiley.com](#)

... impor- tance of customer loyalty, firms are taking a more customer-centric approach to strategy formula- tion and, as a result, **customer life cycle** has taken a ...

Cited by 65 - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

**[BOOK] Customer Equity: Building an Managing Relationships as Valuable Assets**

RC Blattberg, JS Thomas, G Getz - 2001 - [books.google.com](#)

... tomers throughout the **customer life cycle** and that reframe brand and product strategies within the context of their effects on customer equity. Page 18. ...

Cited by 111 - [Related Articles](#) - [Web Search](#) - [Library Search](#)

**A Methodology for Linking Customer Acquisition to Customer Retention - group of 2 »**

JS Thomas - Journal of Marketing Research, 2001 - [extenza-eps.com](#)

... The majority of the existing customer management research has not focused on methodologies for modeling the **customer life cycle**. ...

Cited by 51 - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

**The Lifetime Value Concept in Customer-Based Marketing - group of 2 »**

JC Hoekstra, EKRE Huizingh - Journal of Market-Focused Management, 1999 - Springer

... contri- butions (eg, recommendations, new product ideas) to overhead and profit of an individual customer during the entire **customer life cycle**, that is from ...

Cited by 27 - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

**[CITATION] Outsourcing the Customer Life Cycle**

EM Stites - Telemarketing & Call Center Solutions, 1997

Cited by 3 - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

**Toward an Individual Customer Profitability Model: A Segment-Based Approach**

B Libai, D Narayandas, C Humby - Journal of Service Research, 2002 - jsr.sagepub.com  
... We broadly categorize these types of changes as either endogenous or exogenous.  
Endogenous **customer life-cycle** factors. We define ...  
[Cited by 15](#) - [Related Articles](#) - [Web Search](#)

Understanding mobile commerce end-user adoption: a triangulation  
perspective and suggestions for an ... - group of 9 »

PE Pedersen, LB Methlie, H Thorbjørnsen - ieeexplore.ieee.org  
... Applying the **customer life cycle** model to the consumer perspective raises a number  
of context specific issues relevant to the customer scenarios of mobile ...  
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Customer Relationship Management

M Rosemann, M Rochefort, W Behnck - HMD - Praxis der Wirtschaftsinformatik, 1999 -  
leonardo.com.au  
... environment. The **customer life cycle** and customer lifetime value are introduced  
as basic concepts of customer relationship management. ...  
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